



In recognizing the 'best of the best' in tourism

AHATA LAUNCHES ITS 2008 SHOCO AWARDS

The Aruba Hotel and Tourism Association (AHATA) is proud to announce the fourth edition of its Shoco Awards of Excellence, honoring individuals who represent the best in hospitality and its associated industries.

Overview:

The Shoco Awards of Excellence is AHATA's official recognition program focusing on excellence in service, hospitality and outstanding contribution to Aruba's tourism industry. Whereas in the past, individual organizations were also recognized, today's awards focus on individual accomplishments that have led to far-reaching results. Categories and consideration factors include:

- Allied Employee of the Year
- Allied Supervisor of the Year
- Hotel Employee of the Year
- Hotel Supervisor of the Year
- Young Tourism Professional of the Year
- Lifetime Achievement Award
(newly launched for the 2008 awards)

The Shoco Award Program is open to all hotel and allied members of AHATA.

Selection and evaluation process:

Transparency and objectivity in the selection of Shoco award winners is accomplished through a multi-step process. Candidates are nominated through their company and measured against criteria assessing:

- technical skills
- hospitality skills
- self-development and leadership skills
- community service

Documentation: Letters of recognition as well as additional information is required as documentation to what that nominee has accomplished on the job and in his/her community. An independent jury is responsible for the final choice of the winning candidates after a careful review of applications and subsequent one-on-one interviews.

History of the Shoco award: The Shoco awards were first established in 2005 to recognize excellence and quality service in hospitality. Past winners of the awards were honored for their contributions to the industry and continue to serve as role models today.

The Shoco award first received its name by merit of it being something truly symbolic of Aruba. The Shoco owl is one of Aruba's natural treasures, indigenous to the island, and representing wisdom, resourcefulness, focus, vision and a keen sense of direction. The look of the Shoco award is unique, with renowned local artists Maritza Erasmus and Edwin Donata having created the design.

AHATA, working with Aruba Learning, and teamed with its newest signature partner, Digicel, as the primary sponsor, is looking forward to another successful Shoco awards season. Winners of the 2008 Shoco



awards will be announced during a ceremony scheduled for December 3, 2008.

For more information about AHATA, becoming a member or its different initiatives, including the SHOCO Awards of Excellence, contact the AHATA office at Tel: 582.2607, e-mail: Doreen@ahata.travel or visit the website: www.ahata.travel.